With a Little Help from my Friends

Ringo had it right – to get by you need a little help from your friends. Think about it: would the Beatles have been quite the same without John, Paul, and George? Granted Ringo might not have been the most gifted of the 4, but even consider Paul, who had the most successful solo career (with all due respect to George). He created a lot of good music, but really it paled in comparison to what the Beatles did. It is similar to investing. You can do it on your own. But with the help of a team of professionals, all with dedicated areas of expertise, you can do so much better.

Think about all that goes into financial planning and investing: developing a financial plan; deciding on an asset mix; optimizing that mix from a tax perspective; filling out the fixed income component of the portfolio; selecting the equity sectors that you wish to invest in; selecting the specific investments within those sectors; managing currencies when investing in US securities; monitoring your investments and making changes at the right time for the right reasons; managing the emotional ups and downs of investing; dealing with a whole host of other financial issues, such as estate planning, education planning, and more.

The list is exhausting. And in all the years I have been in this business I have yet to meet anyone who can really say they have expertise in all of these areas, or more importantly the time to do it all. Certainly the successful advisors I know understand this and rely on a team approach to get the job done.

Putting together such a team sounds like it might be expensive – at least to the individual investor. But really it is not. The truth is: you can have access to all of the above for less than the cost of a typical mutual fund.

At Raymond James, for example, here is what we can provide access to:

- Financial planning, taxation, and estate planning specialists
- Fixed income specialists
- Sector-specific analysts in both Canada and the US.
- Theme-specific model portfolios such as our Dividend+ Guided Portfolio
- COMMUNICATION

The last point is in caps – because of its importance. I am not only referring to communication between us and the client, but amongst ourselves. Technology allows this communication to be timely, and also to be accessible – even to investors with modest portfolios.

To find out if Raymond James is a good fit for you feel free to call or email to discuss.

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